

Take Home Messages

Getting Started with Community-Based Outreach

In summary, getting started with community-based outreach involves the following:

1. Networking to find community partners with complementary mission, resources and assets; and learning about your outreach community's demographics through tools like the American Factfinder or your state or local public health agencies.
2. Defining your target outreach community, finding the leaders and potential early users of your resources, and identifying the stages of change for different groups and individuals in the community.
3. Taking an inventory of the resources and assets of your partner organizations and libraries and of the local area where you plan to conduct outreach.

References

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2. The Joint Committee on Standards for Educational Evaluation. **The standards for program evaluation.** Thousand Oaks, CA: Sage, 1994.
3. Rogers EM. **Diffusion of innovations.** 4th ed. New York, NY: Free Press, 1995.
4. DiClemente CC, Prochaska JO. Processes and stages of change: coping and competence in smoking behavior change. In: Shiffman S, Willis, T.A., eds. **Coping and substance abuse.** San Diego: Academic Press, 1985: 319-334.